

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt and W. Benjamin Herrington  
Serial No. : 09/731,115 Confirmation No. 9203  
Filed : December 6, 2000  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT AND  
MERCHANDISING OPPORTUNITIES  
Group Art Unit : 2611  
Examiner : Not yet assigned

Commissioner for Patents  
Washington, D.C. 20231

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Technology Center 2600

PRELIMINARY AMENDMENT AND  
SUBMISSION OF FORMAL DRAWINGS

Sir:

Prior to examination of the above-identified patent application, please amend the application as follows:

In the Drawings

Please amend FIGS. 10c, 10d, 10e, 11b and 11c as indicated in red on the enclosed marked-up copies of the informal drawings of these figures as filed.

Submission of Formal Drawings

In anticipation of the approval of the aforementioned drawing amendment, applicants herewith furnish twenty-nine (29) sheets of formal drawings, incorporating the aforementioned

